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Advertising Report for ISS Test Ad

This report is a summary of advertising activity for ISS Test Ad:

**Internet Scanner lets you find your network
security holes before the hackers do.**

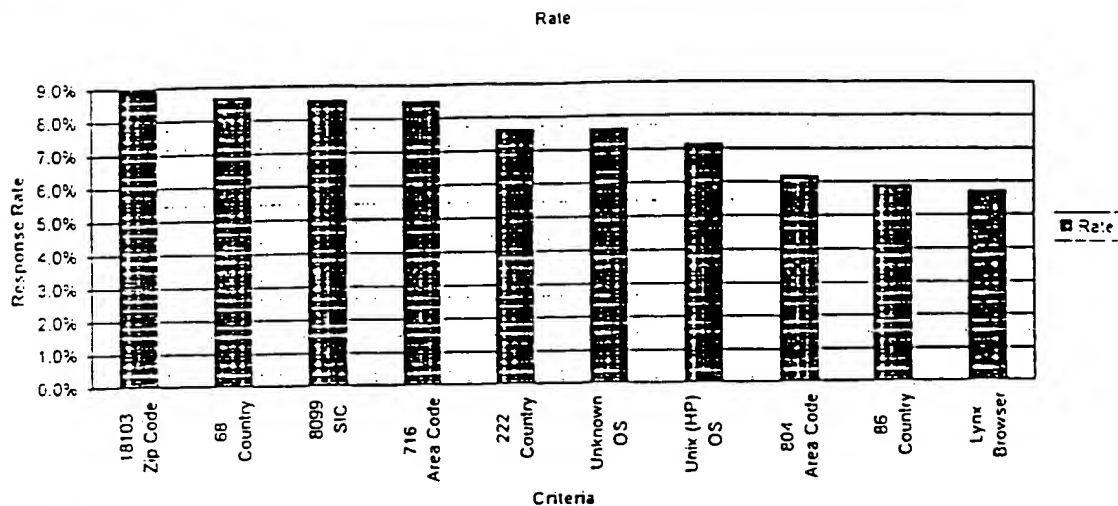
URL link for ad: <http://www.iss.net>

Reporting period: October 1, 1995 - November 12, 1995

Summary:

Ads Displayed	77,899
Individuals seeing ad	34,321
Average ad frequency	2.27
Ad Responses	2,148
Cost per ad	0.02
Total cost	\$1,558

Top Response Rates for All Criteria

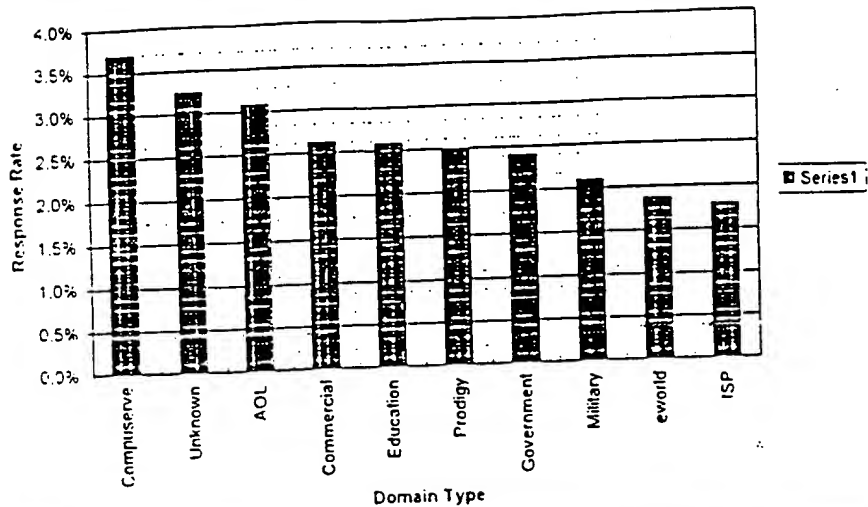


Criteria	Value	Responses	Impressions	Interest	Information Request	Sale	Response Rate
Zip Code	18103	9	101	-	-	-	8.9%
Country	68	30	346	-	-	-	8.7%
SIC	8099	9	105	-	-	-	8.6%
Area Code	716	17	200	-	-	-	8.5%
Country	222	8	105	-	-	-	7.6%
OS	Unknown	513	6,741	1	-	-	7.6%
OS	Unix (HP)	8	112	-	-	-	7.1%
Area Code	804	9	146	-	-	-	6.2%
Country	86	15	255	-	-	-	5.9%
Browser	Lynx	20	349	1	-	-	5.7%

Worst Response Rates by All Criteria

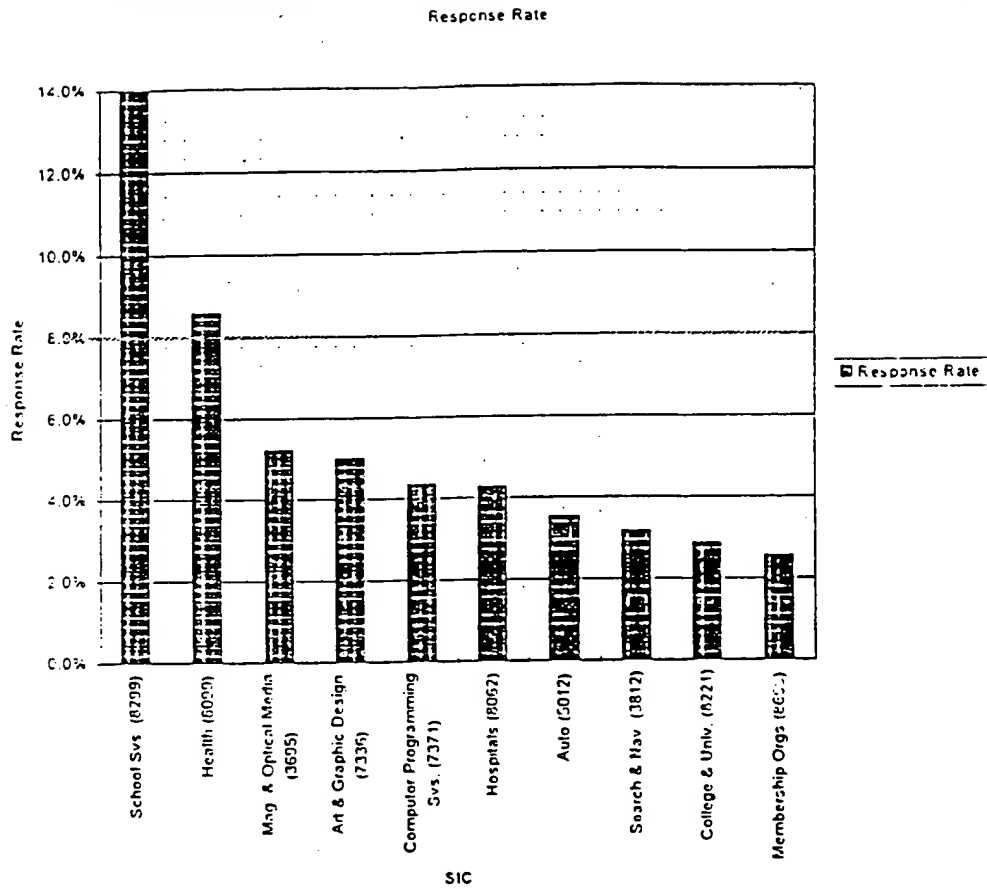
Criteria	Value	Responses	Impressions	Interest	Information Request	Sale	Response Rate
Area Code	409	-	279	-	-	-	0.0%
Area Code	707	-	137	-	-	-	0.0%
Area Code	818	-	163	-	-	-	0.0%
Zip Code	03054	-	116	-	-	-	0.0%
Zip Code	10003	-	129	-	-	-	0.0%
Zip Code	11733	-	120	-	-	-	0.0%
Zip Code	14224	-	162	-	-	-	0.0%
Zip Code	22070	-	147	-	-	-	0.0%
Zip Code	22201	-	157	-	-	-	0.0%
Zip Code	24051	-	115	-	-	-	0.0%

Top Response Rates by Domain Type



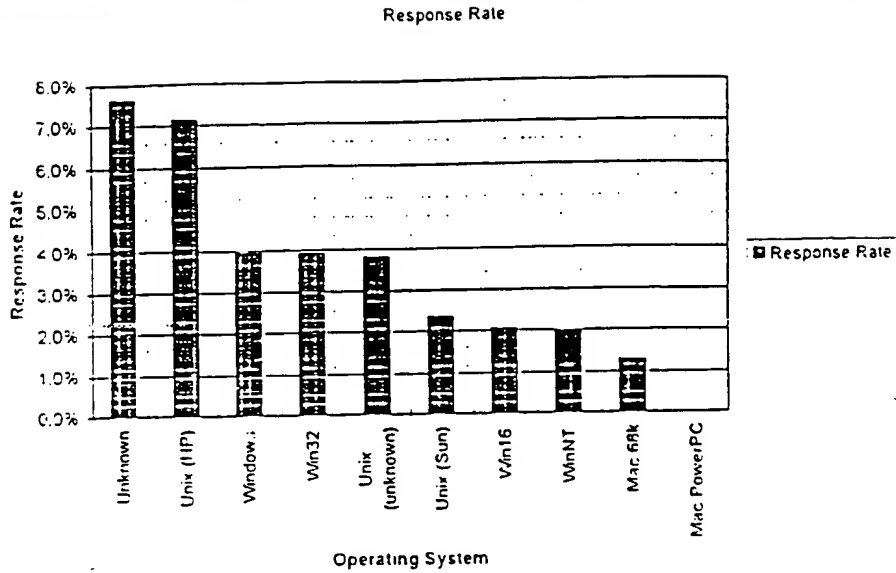
Domain Type	Value	Responses	Impressions	Interest	Information Request	Response Rate
Compuserve	34	919	-	-	-	3.7%
Unknown	673	20,797	19	-	-	3.2%
AOL	45	1,404	1	-	-	3.1%
Commercial	688	26,205	1	-	-	2.6%
Education	255	9,899	-	-	-	2.6%
Prodigy	10	403	-	-	-	2.5%
Government	29	1,208	-	-	-	2.4%
Military	11	527	-	-	-	2.1%
eworld	16	857	-	-	-	1.9%
ISP	82	4,601	-	-	-	1.8%

Top Response Rates by Industry Type (SIC)



Value	Responses	Impressions	Interest	Information Request	Sale	Response Rate
School Svs. (6299)	13	93	-	-	-	14.0%
Health (8099)	9	105	-	-	-	8.6%
Mag. & Optical Media (3695)	6	115	-	-	-	5.2%
Art & Graphic Design (7336)	6	120	-	-	-	5.0%
Computer Programming Svs. (7371)	5	115	-	-	-	4.3%
Hospitals (8062)	6	141	-	-	-	4.3%
Auto (5012)	84	2,390	-	-	-	3.5%
Search & Nav. (3812)	5	158	-	-	-	3.2%
College & Univ. (8221)	111	3,877	-	-	-	2.9%
Membership Orgs. (8699)	4	157	-	-	-	2.5%

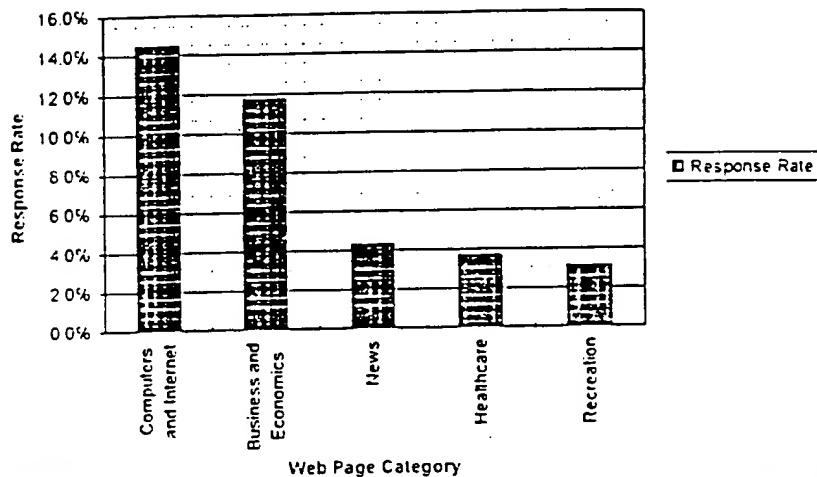
Top Response Rates by Operating System



Value	Responses	Impressions	Interest	Information Request	Sales	Response Rate
Unknown	513	6741	1	0	0	7.6%
Unix (HP)	8	112	0	0	0	7.1%
Windows	51	1300	2	0	0	3.9%
Win32	28	715	0	0	0	3.9%
Unix (unknown)	8	211	0	0	0	3.8%
Unix (Sun)	3	128	0	0	0	2.3%
Win16	1314	64022	20	0	0	2.1%
WinNT	27	1386	0	0	0	1.9%
Mac 68k	2	157	0	0	0	1.3%
Mac PowerPC	0	88	0	0	0	0.0%

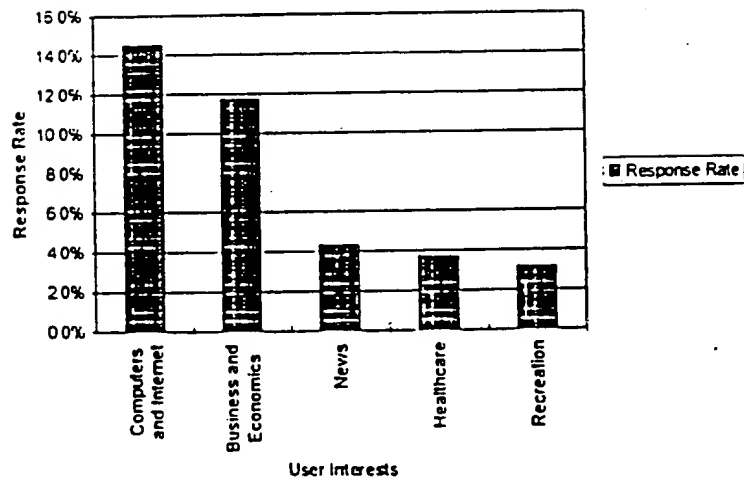
Top Response Rates by Web Page Category

Response Rates by Web Page Category

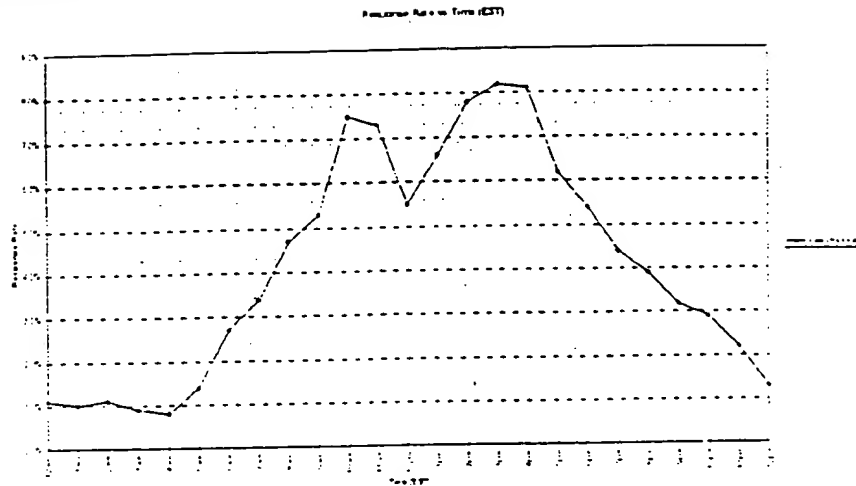


Top Response Rates by User Interests

Response Rates by User Interests



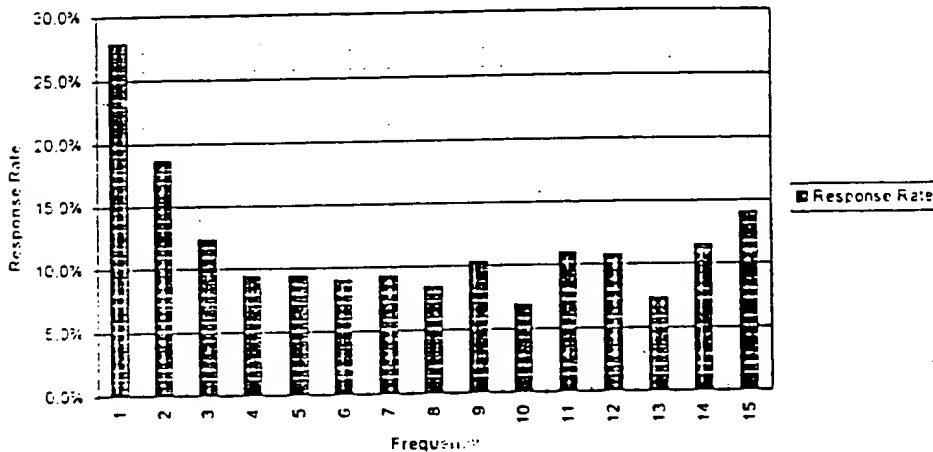
Response Rates by Time of Day (Relative to User)



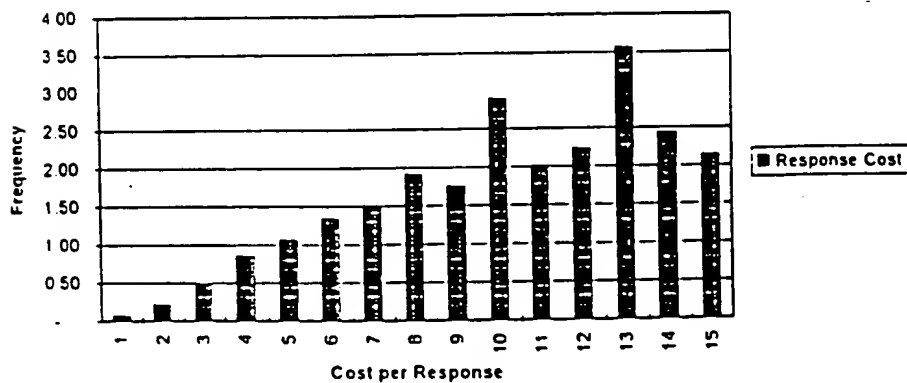
All times are in Eastern Standard Time (EST).

Advertising Frequency Response Rates and Costs

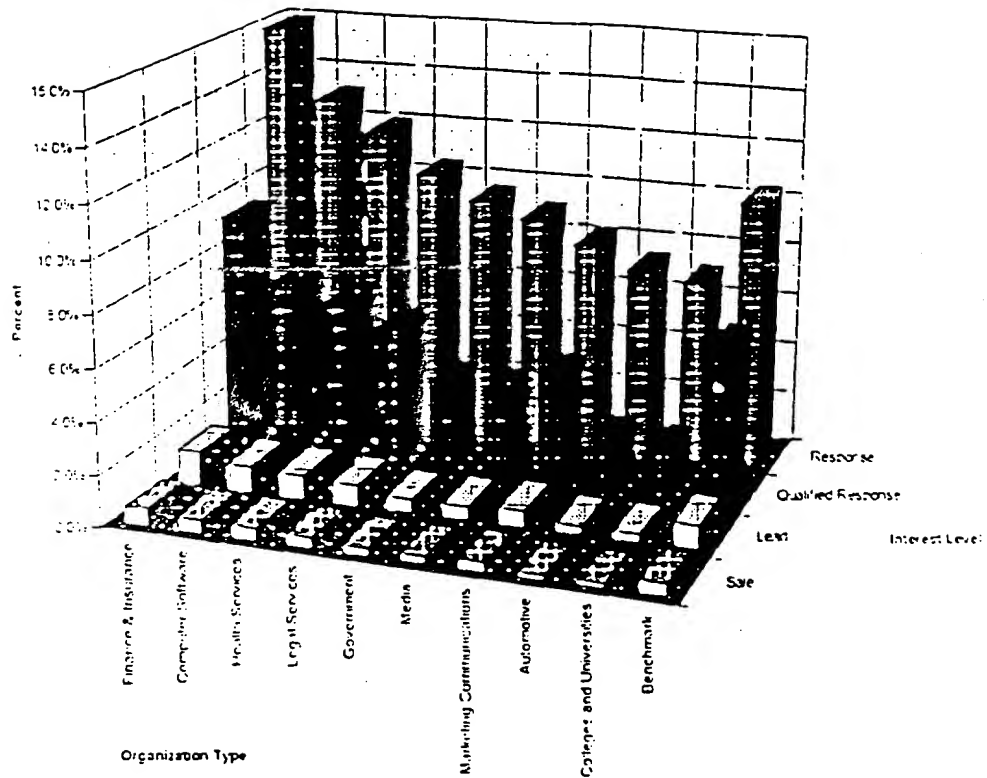
One of the greatest inefficiencies (wastes) in advertising results from either under-exposing the target audience before eliciting a response or by over-exposing a target audience who has no interest in your ad. The graphs below should help you determine the optimal frequency for your ad. With IAN, you can control the frequency of your ad's display to users.



The following graph shows the price you spent to generate a response versus the number of times an ad was displayed to a user. You should determine the maximum price you are willing to spend to generate a response. Then, find the greatest ad frequency below your maximum price and use this number to determine the ad frequency in your next ad campaign.



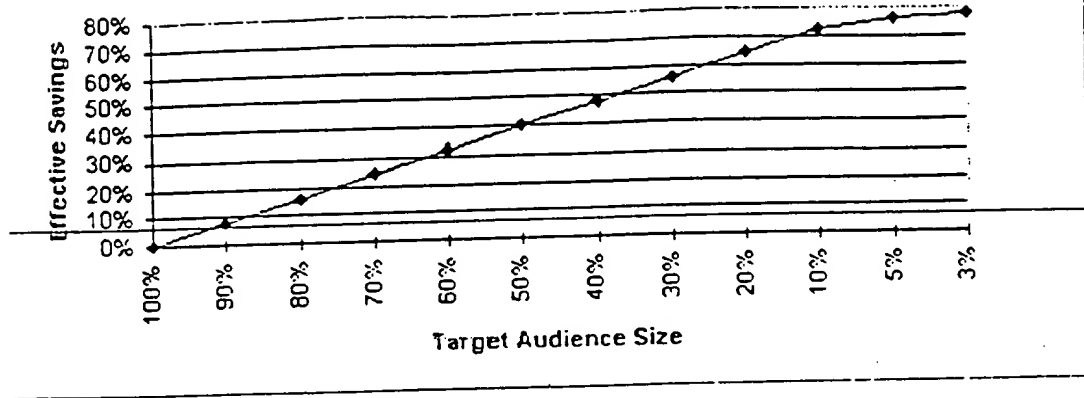
Degree of Interest by Organization Type



Criteria Category	Number of	Number of	Number of	Qualified			
Organization Type	Ads viewed	Individuals	Responses	Response	Response	Lead	Sale
Finance & Insurance	145	73	23	15.9%	9.3%	1.3%	0.7%
Computer Software	160	80	21	13.1%	6.9%	1.0%	0.5%
Health Services	175	88	21	12.0%	6.3%	0.9%	0.5%
Legal Services	201	101	21	10.4%	5.5%	0.8%	0.4%
Government	534	267	51	9.6%	3.5%	0.5%	0.3%
Media	499	250	45	9.0%	3.5%	0.5%	0.2%
Marketing Communications	9690	4,845	789	8.1%	4.3%	0.6%	0.3%
Automotive	599	300	44	7.3%	2.0%	0.3%	0.1%
Colleges and Universities	455	228	32	7.0%	1.9%	0.3%	0.1%
Benchmark	532	266	55	10.3%	6.1%	0.9%	0.4%

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Savings Realized by Targeting



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